

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Application No.:** 09/540,035

**Customer No.:** 22927

**Attorney Docket No.:** 99-063

**Date Filed:** March 31, 2000

**Title:** RETAIL SYSTEM FOR SELLING PRODUCTS  
BASED ON A FLEXIBLE DESCRIPTION

**Applicants:** Walker et al.

**Group Art Unit:** 3696

**Examiner:** POINVIL, Frantzy  
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**RESPONSE and AMENDMENT**

**following the Ex parte Quayle Action mailed May 15, 2009**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed May 15, 2009 (Paper No. / Mail Date 20090505), please consider the following remarks.

This document is filed by Applicants' representative on behalf of the present Applicants for patent. Accordingly, references in this document to "we," "us," "our," and the like will be understood as indicating the present Applicants.